

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – JOURNALISM & MASS COMMUNICATION

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Public Relations Society of India was established in the year
(i) 1941 (ii) 1931
(iii) 1951 (iv) 1961
2. This Person is called as "The father of Public Relations".
(i) Edward Bernays (ii) Winston Churchill
(iii) Parker Lee (iv) Ivy Lee
3. The author of Indian Popular Book "Corporate Communication – Principle written by
(i) Ivy Lee (ii) Sunil Mittal
(iii) Sam Pitroad (iv) Jaishree Jethwancy
4. This person is known as The father of Corporate Communication.
(i) Arthur Page (ii) Edward Bernays
(iii) Ronald Reagan (iv) Sashi Tharoar
5. Perfect Relation' was founded by
(i) Ram Mohan Prasad (ii) Lintas
(iii) Alyque Padamsee (iv) Dileep Cherian
6. The Journal created by students regarding their field of study is called as
(i) Lab Journalism (ii) Cub Journal
(iii) In House Journals (iv) Model Document
7. Share Holders relationships is a part of
(i) Corp communication (ii) Business Desk
(iii) Marketing Desk (iv) Production wing
8. A good PR campaign starts with a great
(i) Press kit (ii) Press Release
(iii) PR Professional (iv) PR Strategy
9. In House Journal are published mainly for the benefits of
(i) Employers (ii) Employees
(iii) Stake Holders (iv) Media circulation
10. Corporate Relations executive must have a working knowledge of _____
events to develop an effective strategy.
(i) Current Media (ii) Current PR
(iii) Current Business (iv) Current marketing

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a Narrate in brief the main elements of Corporate Communication.
OR
b How is Corporate Communication linked in the Media Relations?
- 12 a Differentiate Vertical and Horizontal Communication.
OR
b Suggest ways to avoid distortion in Corporate Communication.
- 13 a Explain the origin of growth of PRSA.
OR
b Explain in brief the nature and characteristics of Corporate Communication.
- 14 a Comment on the presentations of any crisis communication messages which you came across recently.
OR
b Highlight the works of PRSI in India.
- 15 a List out the important PR tools regard in the online era.
OR
b Suggest the need for an In-house communication tool for the political parties in India.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

- 16 Explain the need for a Corporate Communication team in bigger institutions with case studies.
- 17 How is Corporate Communication different for Public Relations?
- 18 'Corporate Communication and Public Relations depend on each other to position the organization in the eyes of the Stakeholder' – explain.
- 19 Suggest ways to improve Corporate Communication through Online tools.
- 20 Explain with examples the usage of Corporate Social Responsibility funds by Indian Corporates.

Z-Z-Z

END